

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

_____ Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 X Recommendations of Boards, Commissions & Committees (Green)
_____ Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: February 26, 2019 (B of T) Date: March 7, 2019

TITLE: Local Tourism Grant Recommendation
Lombard Historical Society – Sheldon Peck Art Exhibit

SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding a recommendation from the Community Promotion and Tourism Committee for approval of funding to the Lombard Historical Society toward the Sheldon Peck Art Exhibit. The Committee is recommending approval of a grant of up to \$13,460 through the Local Tourism grant program.

Please place this item on the consent agenda for the March 7, 2019, Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X _____ Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



#190015
DISTRICT #4

Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas *NPA*
Assistant Village Manager

DATE: February 26, 2019

SUBJECT: Community Promotion & Tourism Committee Recommendation
Lombard Historical Society

The following is a recommendation for funding through the Local Tourism Grant Program for the Lombard Historical Society in the amount of \$13,460 toward expenses related to a Sheldon Peck Art Exhibit; Sheldon Peck, Noted Folk Artist: Footsteps of His Life.

Grant Request: \$13,460

The Lombard Historical Society has requested a grant in the amount of \$13,460 to be used toward costs associated with the Sheldon Peck art exhibit. The exhibit will run from June 4 through August 31, 2019. Twelve of 18 portraits will be exhibited along with the art of two of his artist children. Peck's Art has never been shown in his home and has not been part of an exhibit since 1976. This exhibit will include multiple events leading up the summer which will include; Preview with renowned Peck expert Richard Miller. The LHS has been working with Tim Frakes Productions on a documentary which will be copies and sold for \$20 per DVD. The goal of this exhibit is to educate the Lombard community on the art of Sheldon Peck, which is well known in the Folk Art communities.

The grant request and budget information are attached for your review. The tour will be an ongoing event through 2019.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in an amount up to \$13,460 to the Lombard Historical Society, to be used toward the production of an art exhibit featuring the work of Sheldon Peck.

Please place this item on the March 7, 2019, agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment

**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

GENERAL INFORMATION

Organization:	Lombard Historical Society		
Name of event:	Sheldon Peck, Noted Folk Artist: Footsteps of his life portrait exhibition		
Date of event:	June 4-August 31	Event location:	355 E. Parkside
Contact person:	Sarah Richardt	Title:	Executive Director
Business address:	23 W. Maple St	City & Zip	Lombard 60148
Telephone:	630-629-1885	Email:	director@lombardhistory.org

PROJECT OVERVIEW

Total cost of the project:	\$58,180
Cost of city services requested in this application (if any):	\$ 0
Total funding requested in this application:	<i>Revised</i> \$15,000 13,460
% of project grant request by Village	26%
Anticipated attendance:	1500
Anticipated number of overnight hotel stays:	many

Briefly describe the project for which are funds are being requested:

The Lombard Historical Society will be hosting from June 4 – August 31, a never before art exhibition of the works of Sheldon Peck. His art has never been shown in his home and the last exhibition of his work was in 1975-1976. Twelve to 18 portraits will be exhibited along with the art of two of his artist children. His son Charles was one of the founders of the Art Institute of Chicago. This exhibit will include multiple events leading up to the summer which will include: Preview with renowned Peck expert Richard Miller,

ORGANIZATION

Number of years that the organization has been in existence:	48
Number of years that the project or event has been in existence:	First year
Number of years the project has been supported by Village of Lombard funds:	First time
How many years does the organization anticipate it will request grant funding?	1

1) Describe the organization (include brief history, mission, and ability to carry out this project):

The Lombard Historical Society was formed after Lombard's centennial in 1969. The mission is to preserve, promote, present and protect the history of Lombard. The society has 1 full time employee, and 3-part time employees along with dozens of dedicated volunteers. LHS also will be hiring an intern with a museum and art background to assist with the event.

- 2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large:

The goal of this project is to bring the art home to Lombard while sharing with a national audience. Sheldon Peck's art is known in the art community and is sought out nationally. The record price for a Sheldon Peck portrait was over \$800,000. But while the art community knows of him, the casual resident of DuPage County is largely unfamiliar with him. Our mission is to educate and present Lombard's history and this story, with its national appeal, this exhibit will complete that goal. We are working with the DuPage County Visitors Bureau to market this to a national and international audience. They will be applying for multiple grants to assist in the presentation of this.

- 3) What is the organization's plan to make the project self-sustaining?

This is a one-time event but funds generated will go back to support the Lombard Historical Society and Sheldon Peck Homestead.

PROJECT DESCRIPTION

Is the event open to the general public?

Yes No

Do you intend to apply for a liquor license for this project?

Yes No

Will any revenues from this event be returned to the community?

Yes No

Have you requested grant funding in the past?

Yes No

If yes, provide grant awards for past 5 years:

Civil War event

- 1) Provide a full detailed description of the proposed project or event.

See attached

#1

2) If your application is accepted, how will the tourism grant funds be used?

The grant funds will be used to pay for marketing, insurance, security and shipping up to \$15,000.

3) What modifications to the event or other steps will be taken to increase event attendance over previous years (not applicable to first time events)?

n/a

LOCATION

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

355 E. Parkside

MILESTONES AND TIMETABLES

Describe the milestones that will mark the progress towards implementing the project and provide a timetable for the completion of each milestone.

See attached

attachment #2

IMPACT

1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

This event will be marketed to a wide audience that will encourage overnight stays. As this has not been executed before, the exact impact is not known.

2) Please describe the economic benefit to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor audience?

Visitors often are looking for activities to do in the surrounding area. Twelve percent of visitors want to visit a museum and 9% want to visit a historic site. Combining that with a destination that offers shopping and dining which 31% and 27% want to participate in prospectively, this combines wanted activities. This event will be marketed to a wide audience that will encourage overnight stays. As this has not been executed before, the exact impact is not known. However, we will be working with as many local vendors as possible including Tim Frakes Productions, Laura Ellingsen Designer and Prairie Glen Productions. We are also working with the DCVB to create motor coach visits from tour groups and encourage them to eat, sleep and shop locally.

3) Who is the target audience for your event or project? What is your anticipated attendance?

The art community, history enthusiasts, the Art Institute patrons, folk art lovers, families and group travelers. We will be offering art activities during the day for children and expert docents in the evening to bring repeat visitors.

4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether you are requesting the costs for such services will be reimbursed to the Village or will be covered under this grant.

n/a

5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).

We are working with the DuPage County Convention and Visitors Bureau to market the event and bring in a national market. We also worked with Tim Frakes Productions and he generously donated his services to produce a documentary that we have free unlimited use as well as duplication services. Orders and press are already underway.

6) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces).

This is the marketing piece. It will be advertised as a local tour via facebook and on our website and be included in future marketing with the DCVB. The Press has already begun and is being picked up by local and regional markets. Plans to also advertise in national magazines are underway.

FINANCES

- Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available.

CHECKLIST

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).
- Post event summary from past event (not applicable to first time events).
- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

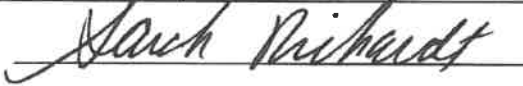
Audit and 990 already on file with VOL

CERTIFICATION

The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:	Sarah Richardt		
Title or office held:	Executive Director	Date:	12/3/2018

Signature:



SHELDON PECK EXHIBIT BUDGET

INCOME:

ITEMIZED REVENUES			ANTICIPATED
Lombard Tourism Grant	\$		\$13,460
Sale of DVD's 100 @ \$20 each			\$2,000
Gala			\$11,500
Sponsorships	Flight for speaker Richard Miller		\$350
	Accomodations for Richard Miller		\$450
	Book Printing		\$2,500
	Golf Club Gala		\$4,000
	Cash Sponsorships		\$2,000
DCVB	Marketing grant		\$5,000
Door donations			\$5,000
Book sales 250@\$25 each			\$6,250
In-kind			\$35,590
Total Income	\$	\$	\$88,100

EXPENSES:

ITEMIZED EXPENSES		VOL Grant Ask	ANTICIPATED
Printing of catalog 250@ \$10/each			\$2,500
Prairie Glen Productions			\$5,050
Book layout mockup			\$395
Final book layout			\$1,495
Flight for Richard Miller			\$450
Richard Miller Speaking fee			\$500
Accommodations for Richard Miller			\$500
Cello player for two events			\$200
Documentary for marketing			\$20,400
Printed material	Post cards		\$350
	Flyers		\$200
	rack cards		\$250
	Event Invitations		\$250
	Exhibit labels		\$1,000
	Design and other printing		\$900
Print and digital marketing		5000	
	Midwest Living		\$10,000
	NewTown Bee		\$350

	The Magazine Antiques		\$900
	Maine Antiques		\$900
	Bill Hansen Advertising		\$1,500
	Digital marketing focused on art		\$2,000
	Local advertising		\$500
Fox Valley Antique Show	Exhibit space to market event to 100 art dealers and 5000 attendees		\$500
Library Conference	Exhibitor booth to market event to library programmers		\$75
Environmental monitoring		210	\$210
Window Security			\$4,000
Security cameras		2650	\$2,650
Intern Salary			\$3,000
Art shipping		1400	\$1,400
Gift Shop Items	Tote bags, t-shirts, notebooks		\$2,000
Insurance		4000	\$4,000
Total Expenses	\$	13260	\$68,425

IN-KIND CONTRIBUTIONS:

Estimated value of in-kind contributions

Detail	vendor	Amount
Documentary for free and unrestricted use of documentary as well as reproduction costs	Tim Frakes	\$20,400
Glass Installation	Tom Kocim	\$640
Window Security Glass	House of Glass	\$3,000
Exhibit Designer 3 days installation and workshop	Michael Biddle, Sr. Exhibition Designer for the Smithsonian	\$3,000
Bill Hansen Advertising	design and advertising on East coast	\$1,500
Marketing event	Fox Valley antique Show	\$500
Donation of audio equipment for public documentary screening	Doug White	\$500
Historian Speaking Fee	Richard Miller	\$500
Exhibit labels Printing	Lombard Park District	\$1,000
Photography	Prairie Glen	\$4,550
Total		\$35,590

Sheldon Peck Exhibit Overview

The Lombard Historical Society will be presenting a special exhibition beginning June 4, 2019 of the works of noted folk art portrait painter Sheldon Peck. will exhibit over a dozen original paintings by Peck from 1825-1848 and will be shown in the home Sheldon Peck built in 1839. This first time ever presentation of these paintings will be on loan from various collectors and museums from across the country and will be displayed together in the Peck Homestead. The exhibit will include several never before seen paintings.

Sheldon Peck Documentary released for broadcast December, 2018

DVD copies available in February, 2019

Special Donor First Look Exhibit featuring Richard Miller, March 2019

Two to three Sheldon Peck paintings will be on exhibit at this preview event with a portion of the proceeds going to the conservation of the S. S. Jones painting by Sheldon Peck, currently part of the St. Charles History Museum collection.

Richard Miller is a graduate of Columbia College Chicago where he received a B.A. in Film in 1978. After working on a freelance basis on approximately 100 motion picture and video productions, he attended the Cooperstown Graduate Program, State University of Oneonta, New York, and received an M.A. in Museum Studies in 1986.

From 1986-1995, Miller was Associate Curator, then Curator of Sculpture and Decorative Arts at the Abby Aldrich Rockefeller Folk Art Museum in Williamsburg, Virginia.

Since 1995 Miller has served as an independent curator and consultant to private and institutional clients, including The New Hampshire Historical Society, The Colonial Williamsburg Foundation, The Maier Museum of Art, The Hood Museum of Art, The Bennington Museum, and The Illinois State Museum. He continues to catalog the collections of furniture and ceramics at the Chipstone Foundation, as well as author articles and contribute essays on folk art.

First Look for Donors and Special Visitors at the Sheldon Peck Homestead May 30, 2019

Donors and special guests will be invited for a first look of the exhibit on May 30, 2019 at 7pm. Hor d'oeuvres and drinks will be served.

Exhibit open to the public June 4, 2019 at the Sheldon Peck Homestead, 355 E. Parkside Ave

This exhibition of noted folk artist Sheldon Peck paintings: *Sheldon Peck: Footsteps of His Life* will run from June 4 - August 31, 2019.

Open hours will be:

Tuesdays 1-4 pm with special art activities for children

Thursday 1-8 pm, special evening hours from 6 – 8 featuring Expert Docents

Saturdays 10 am-4 pm

Suggested donation: \$8/person and \$5 for members and lending institution members

Children free

Closed July 4th for Independence Day

Expert docents

The expert docents will include lenders, art experts, museum professionals, and anti-slavery experts who will be on site on Thursday evenings. This will be a casual way to learn about special aspects of Sheldon Peck's life and his portrait subjects.

Calendar of expert docents and art activities will be available closer to the opening.

Donor Information

Paintings loaned to the Sheldon Peck Homestead are committed from multiple museums and private donors from around the country with more final donations to be confirmed. Twelve to twenty portraits will be featured. A complete list of portraits will be listed when confirmed.

Exhibition Catalog

SHELDON PECK
1797-1868
Noted Folk Artist
Footsteps of His Life

This full color catalog will be available for purchase at the exhibit or by contacting the Lombard Historical Society at info@lombardhistory.org. It will include photographs and details of the portraits featured in this exhibition as well as biographical information about Sheldon Peck. Sponsors, donors and lending institutions will be acknowledged in this book.

Facility plans and logistics

Plans have been finalized for the exhibit security of the.

- **Exterior cameras with video feed will be added to the already monitored building which includes motion sensors and door sensors**
- **Added window security will be added which includes UV protection and shatterproof film that prevents access through windows**
- **Two staff members/docents on site during all open hours**
- **LED lights**
- **Filters upgraded for improved air quality**

Timetable for Sheldon Peck Exhibition and Events

Event	Action	Deadline	Update
Documentary	Secure Documentary	1-Jul-18	Complete
	Begin filming documentary	10-Aug-18	Complete
	Complete Documentary	Oct-18	Complete
	Documentary Release	2-Dec-18	Complete
Gala	Secure location for Peck Gala	15-Dec-18	pending, letters written venue board for approval
	Confirm partnership with St. Charles for use of SS Jones painting	15-Dec-18	Complete
	Confirm Richard Miller Speaking at Gala	15-Dec-18	he has said anytime in March
	Finalize gala details	15-Jan-18	
	Mail invites to gala	30-Jan-18	
	Book Musician for gala	15-Jan-18	Complete, Cello player approved
Catalog	Hire Photographer for book	1-Jul-18	Complete, Doug White
	Photograph all paintings for book	30-Dec-18	10 complete, 7 to do
	Confirm all paintings with museums	30-Dec-18	10 complete, 7 to confirm
	Contact Richard Miller for forward	Sep-18	complete, he will write
	Hire designer	Jun-18	Complete, Laura Ellingsen
	Write all text	Dec-18	in progress
	secure printer	Feb-19	
	print	Apr-19	
	Finalize preface written by theSmithsonian	Dec-18	in progress
	lay out book	Jan-19	in progress
Security & Environment			
	Estimate on window security	Aug-18	complete
	Estimates on camera security	Oct-18	complete
	security meeting with police Chief	Dec-18	
	Install window security	Jan-19	

	Install cameras	Apr-19	
	Install new locks on doors	Feb-19	
	Install new furnace filters	Nov-18	complete
	Secure building with new foundation and insulation	Jan-18	complete
	paint exhibit hall	Devember 18	in progress
	Intall new LED lightbulbe	Feb-19	
Exhibit	Create Sponsorship forms	Sep-17	complete
	Create loan documents	17-Oct	complete
	facillity accessment	Jun-18	complete
	shipping estimates	Apr-18	complete
	Access open hours	18-Sep	complete
	Access staff needs	18-Nov	complet
	Finalize all documents to lenders	18-Nov	complete
	finalize lenders	18-Jan	pending
	finalize layout	1-Jan	
	install paintings	May-19	
	Write labels and signage	Jan-19	
	install labels and signage	May-19	
First look for Donors			
	send invitations	16-Apr-19	
	finalize musician	Mar-19	Complete, Cello player approved
	seek/drink food donations	Mar-19	
	Open May 30 2019		
Marketing	Press release for Documentery	Nov-19	complete
	first press release for exhibit	Jan-19	
	second press release	March, 2019	
	First look press	1-May	
	Final press	25-May-19	
	Marketing flyer for DVD	Oct-18	complete
	Marketing fleyer for Exhibit	1-Dec-18	complete
	Grant written for DCVB	Dec-18	pending
	Marketing plan with DCVB	5-Dec-18	pending

FOR IMMEDIATE RELEASE

Contact: Colette Freeman
Program Coordinator
Lombard Historical Society
programs@lombardhistory.org
630-629-1885



DOCUMENTARY RELEASE

Sheldon Peck, Portrait of an Ordinary Man in Extraordinary Times
The Story of Local Folk Painter and Radical Abolitionist, Sheldon Peck

December 6, 2018 - Lombard, IL – The Lombard Historical Society and Tim Frakes Productions Inc. are proud to present a new documentary on the life of Lombard, Illinois' Sheldon Peck, a 19th century primitive portrait artist, radical abolitionist, conductor on the underground railroad and advocate of progressive temperance and public education. **A broadcast version of the documentary will air on the Greater Chicago Broadcast Ministries Sanctuary program every Sunday in December at noon on ABC7.2 Live Well Network. DVD copies will be available for a \$20 donation to the Lombard Historical Society beginning in February, 2019, in advance of *Sheldon Peck: Footsteps of His Life*, a first time exhibit of original Sheldon Peck portraits on loan from donors around the country that will take place in the Sheldon Peck Homestead, Summer, 2019. Call 630.629.1885 or email info@lombardhistory.org for more information and for donor opportunities.**

Largely forgotten and unknown in the century and a half after his death in 1868, Sheldon Peck and his legacy are only recently receiving belated appreciation and recognition of his talent, passion, courage, activism and accomplishments. Sheldon Peck embraced the important issues of his day in the time of manifest destiny, and was not afraid to speak out or actively pursue justice. *Sheldon Peck, Portrait of an Ordinary Man in Extraordinary Times*, tells the story of a family man who did the "right thing" when confronting the horrors of slavery and whose personal choices honored his sense of moral obligation to his fellow man; a story that will resonate with today's viewers.

The Lombard Historical Society will be presenting a special exhibition, *Sheldon Peck: Footsteps of His Life*, beginning June 4, 2019 of the works of noted folk art portrait painter Sheldon Peck and will include over a dozen original paintings by Peck from 1825-1848 that will be displayed together in the Peck Homestead built in 1839. This first time ever presentation of these paintings will be on loan from various private collectors and museums from across the country and include several never before seen paintings.

Tim Frakes Productions, located in the old Lombard Hotel above Babcock's Grove Restaurant, produces documentary and image video for non-profit, faith-based, broadcast and corporate clients.

The Lombard Historical Society celebrates Lombard's heritage by collecting, preserving, and interpreting the history of Lombard and operates the Victorian Cottage Museum, the Carriage

House and the Society's Archives at 23 W. Maple Street, and the Sheldon Peck Homestead, a National Park Service Underground Railroad Network to Freedom Site, at 355 E. Parkside Avenue in Lombard. Both the Victorian Cottage and Peck Homestead host activities and groups and are open for tours several days a week. For more information about membership, volunteer and donor opportunities, visit lombardhistory.org or phone 630.629.1885.

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Sheldon Peck

Portrait of an Ordinary Man in Extraordinary Times

Tim Frakes Productions Inc. and The Lombard Historical Society are proud to present a new documentary on the life of Lombard, Illinois most famous son, 19th century primitive portrait artist, radical abolitionist, progressive temperance and public education advocate and conductor on the underground railroad, Sheldon Peck.

Sheldon Peck, Portrait of an Ordinary Man in Extraordinary Times, is a story infused with a humanity that resonates today.

Largely forgotten in the decades after his death in 1868, Sheldon Peck and his legacy have seen a revival and renewed appreciation that recognizes his talent, passion, courage and vision. It's a story of American Western expansion in the days of manifest destiny, and how one man embraced the important issues of his day and was not afraid to speak out or get personally involved when and where he saw injustice.

A broadcast version of the documentary will air on the Greater Chicago Broadcast Ministries Sanctuary program every Sunday in December at noon on ABC72 Live Well Network.

DVD copies will be available for a \$20 donation to the Lombard Historical Society beginning in February, 2019 in advance of a special exhibit of original Sheldon Peck portraits in summer 2019.

Call 630-629-1885 or email info@lombardhistory.org for more information.

Located in the old Lombard Hotel above Babeck's Grove Restaurant, Tim Frakes Productions produces documentary and image video for non-profit, faith-based, broadcast and corporate clients.



Tim Frakes Productions Inc.
2 South Park Park Ave.
Suite 2C
Lombard, Illinois 60148
www.frakesproductions.com
tim@frakesproductions.com
630-418-2439

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1797-1868
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- LED lights
- Filters upgraded for improved air quality

Sheldon Peck

FOOTSTEPS OF HIS LIFE

Noted Folk Artist | 1797-1868

EXHIBITION: JUNE 4 - AUGUST 31, 2019



SHELDON PECK
HOMESTEAD



Sheldon Peck
FOOTSTEPS OF HIS LIFE

Noted Folk Artist | 1797-1868



SHELDON PECK
HOMESTEAD



Intro to DECKS WORK

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CAPTION(S) PLACEHOLDER

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lignamet ipsunt dolorat emolorit dolut utas dio vellacepero iliatibus eum atectum venissum, voluplatio. Itatiore voluptae voluptae.*



Confirmed Portraits

Portrait of Ichabod Babcock, Private Collection

Portrait of Lyman Burgess, Private Collector

Portrait of Lucia Day Hill Burgess

Portrait of Vermont Man, Private Collection

Portrait of Vermont Woman, Private Collection

Portrait of Sally Adams, Dr. Michael Rothberg

Deacon Winslow Churchill, Glen Ellyn

Portrait of a Gentleman, LHS

Portraits of Mr. & Mrs. Gifford, Elgin Historical Society

S.S. Jones, St. Charles History Museum

Portrait of Illinois Woman, Private Collector

Portrait of S. Vaughn, Illinois State Museum

Portrait of the Wagner Family, Aurora Historical Society





